



# SME Mentoring Programme 2017

The SME Mentoring Programme is aimed at sharing Nestlé's knowledge and best practices in production, sales and marketing & Halal related matters to SMEs (**Food & Beverage Industry**). It is a **2-day Workshop** jointly organised by SME Corp. Malaysia, Nestlé and HDC.

## WHAT ARE THE BENEFITS IF YOU PARTICIPATE IN THIS PROGRAMME?

At the end of the workshop, participating SMEs are expected to:

- ✓ enhance knowledge on the Halal Best practices through the sharing of knowledge and best practices by Nestlé;
- ✓ improve business operation.

**Participation fee: RM 150 per person \***

\* Payment can be made via Cash or Cheque to:  
**Halal Industry Development Corporation Sdn Bhd**  
Account No: 5628 – 6110 - 0373 (Maybank)

## WHO SHOULD ATTEND?

- Business owners/Managing Directors
- General Managers/Managers

Seats are based on first come first serve basis.

### Registration Slip

Name of Company:

\_\_\_\_\_

Name of Participant:

\_\_\_\_\_

Contact Details:

Tel : \_\_\_\_\_

H/P : \_\_\_\_\_

Fax : \_\_\_\_\_

Email: \_\_\_\_\_

Will Participate  Will Not Participate

Please fax or email the Registration Slip to:

**603-2775 6314** or **mohdsyahir@smecorp.gov.my**

Attention to: **Ms Puva / Mr Mohd Syahir**  
**@ 603 2775 6085 / 6096**

## Workshop Programme

### Day 1

9.00am – 10.30am

**State of the Halal Industry: Current Perspective & Future Growth and Halal Standard** by HDC

10.30am - 10.45am

Coffee Break

10.45am - 12.15pm

**What is the The Malaysian Food Regulation?** by Nestlé

12.15pm - 1.45pm

Lunch Break

1.45pm - 3.00pm

**The Best Halal Practices** by Nestlé

3.00pm - 4.30pm

**Increase Productivity** by Nestlé

Tea & Networking Session

### Day 2

9.00am – 10.30am

**Nestlé's Sales & Marketing Tips** - Nestlé

10.30am - 10.45am

Coffee Break

10.45am - 12.15pm

**What it takes to supply to MNCs & Nestlé's Creating Shared Value concept (CSV)** by Nestlé

12.15pm - 1.45pm

Lunch Break

1.45pm - 3.15pm

**What's available for SMEs?** (Programs offered by SME Corp/ HDC)

3.15pm – 5.00pm

**Knowledge sharing with Industry expert** by Guest Speakers.

Which sessions that you would like to participate? (please ✓):

	<b>22 &amp; 23 Februari 2017</b> State: Holiday Inn, Melaka
	<b>25 &amp; 26 April 2017</b> State: Tawau
	<b>26 &amp; 27 July 2017</b> State: Kelantan
	<b>27 &amp; 28 September 2017</b> State: SME Corp. Malaysia, Kuala Lumpur